

Message Text

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SUBJECT: FOREIGN BUYER GROUPS TO U.S.: SECOND TOPPAN PACKAGING

TOUR TO USA

REF: DEPT'S A-2270, MARCH 13, 1974

SUMMARY. JAPANESE GROUP OF POTENTIAL PURCHASERS OF U.S. PACKAGING MACHINERY WILL VISIT U.S. TO ATTEND PMMI SHOW IN CHICAGO OCT. 9 AND 10.

GROUP ORGANIZER REQUESTS BRIEFING BY COMMERCE OFFICIALS IN WASHINGTON MORNING OF OCT. 16 ON TRENDS IN U.S. PACKAGING MACHINERY. ACTION REQUESTED: COMMERCE RESPONSE TO ABOVE REQUEST. END SUMMARY.

1. EMBASSY WAS RECENTLY VISITED BY HIROSHI SUGA, DEPUTY GENERAL MANAGER, TOPPAN PRINTING CO., LTD., TOKYO. SUGA EXPLAINED THAT FOR SECOND CONSECUTIVE YEAR HIS COMPANY IS ORGANIZING GROUP OF POTENTIAL JAPANESE PURCHASERS OF U.S. PACKAGING MACHINERY TO VISIT THE U.S. BEGINNING OCTOBER 8, 1974 WITH PRIMARY PURPOSE OF ATTENDING THE PACKAGING MACHINERY MANUFACTURERS INSTITUTE (PMMI) SHOW AT MC CORMICK PLACE, CHICAGO, ILLINOIS, ON OCTOBER 9 AND 10.

2. TOPPAN PLANS THE FOLLOWING ITINERARY FOR THE GROUP: OCT. 8, DEPART TOKYO FOR SAN FRANCISCO; OCT. 9 AND 10, PMMI SHOW; OCT 11, MILPRINT INC. AND MILLER BREWERY CO., MILWAUKEE; OCT 12, SIGHT-SEEING; OCT. 13, VISIT SUPERMARKETS IN NYC; OCT. 14, SIGHTSEEING; OCT. 15, MC GRAW HILL, NYC; TOPPAN'S PLATEMAKING PLANT, MOUNTAINSIDE, N.J., DISTRIBUTION CENTER, SUPERMARKET GENERAL INC., UNCLASSIFIED

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WOODBIDGE, N.J.; OCT. 16, WASHINGTON, D.C. (SEE BELOW); OCT.

17, MEAD PACKAGING AND MEAD CONTAINERS, ATLANTA; OCT. 18, LONGVIEW PAPERMILL, WEYERHAEUSER CO., LONGVIEW, WASH.; OCT. 19, VISIT SUPERMARKETS, SAN FRANCISCO; OCT 20, VISIT SUPERMARKETS, LOS ANGELES, O T. 21, AZUSA TECHNICAL LAB., AVERY PRODUCTS CORP., AZUSA, CALIF.; OCT. 22 DEPART LOS ANGELES FOR TOKYO.

3. DURING OCT. 16 VISIT TO WASHINGTON, DC, TOPPAN WOULD LIKE VERY MUCH TO BE ABLE TO BRING GROUP TO DEPT OF COMMERCE FOR MORNING MEETING WITH COMMERCE OFFICIALS KNOWLEDGEABLE RE RECENT TRENDS IN PACKAGING MACHINERY IN U.S. GROUP WOULD APPRECIATE ANY APPROPRIATE BRIEFING THIS SUBJECT, AND OPPORTUNITY FOLLOWING BRIEFING TO HAVE QUESTIONS AND ANSWERS ON THIS GENERAL THEME AS WELL AS QUESTIONS THAT MAY HAVE ARISEN DURING EARLIER PAST OF TRIP.

4. ACCORDING TO SUGA, LAST YEAR'S TRIP RESULTED IN TEAM MEMBER'S PURCHASES OF AVERY'S LEABELING MACHINES, KLICKLOK MACHINES, SHRINK PACKAGING MACHINE, PAPER CUP MANUFACTURING MACHINES, AND ZEALAND'S DIE CUT MACHINES. THIS YEAR'S TEAM WILL CONSIST OF SOME 35 MEMBERS, AND, AS JAPANESE HOLD U.S. PACKAGING MACHINERY IN HIGH REGARD, SUGA ANTICIPATES THAT SUBSTNTIAL PURCHASES WILL RESULT FROM THIS YEAR'S TRIP AS WELL.

5. ACCORDING TO TOPPAN ANNUAL REPORT, TOPPAN HAS THREE JOINT VENTURES WITH AMERICAN FIRMS; MEAD-TOPPAN CO., LTD. (WITH MEAD PACKAGING INTERNATIONAL; TOPPAN BURAU OF ENGRAVING LTD. (WITH BUREAU OF ENGRAVING INC.); AND AVERY TOPPAN CO., LTD. (WITH AVERY PRODUCTS CORP). AS WELL AS SUBSIDIARY TOPPAN PRINTING CO. (AMERICA) INC. SENIOR MANAGING DIRECTOR OF TOPPAN, GIICHI AICHI, IS BROTHER OF LATE GOJ FOREIGN AND FINANCE MINISTER KIICHI AICHI.

6. ALTHOUGH UNDER REFAIR GUIDELINES TOPPANGROUP QUALIFIES AS TYPE B, FOREIGN BUYER GROUP TO U.S. DOMESTIC SHOW, BRIEFING AT COMMERCE IS ONLY SUPPORT REQUESTED BY TOPPAN AT THIS TIME. UPON RECEIPT OF BROCHURES FOR PACKAGING EXPOSITKON, EMBASSY WILL PROVIDE APPROPRIATE NUMBER OF COPIES TO TOPPAN. IN VIEW LIKELIHOOD SUBSTNTIAL SALES OF AMERICAN PRODUCTS WILL RESULT FROM TRIP, EMBASSY BELIEVES ACCOMMODATION OF TOPPAN'S REQUEST BY COMMERCE WELL WORTH WHILE. ACTION REQUESTED: COMMERCE ADVISE WHETHER IT ABLE TO ACCOMMODATE TOPPAN REQUEST FOR BRIEFING.

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